R E P O R T R E S U M E S

ED 012 314 VT 000 744

OCCUPATIONS IN COLORADO. PART I, OUTLOOK BY INDUSTRIES.
COLORADO STATE UNIV., FOR COLLINS, VOC. ED. RES. COORD.
PUB DATE JUN 66

EDRS PRICE MF-$0.09 HC-$1.08 27P.

DESCRIPTORS- *EMPLOYMENT TRENDS, *EMPLOYMENT STATISTICS, *OCCUPATIONS, *LABOR FORCE, FORT COLLINS

CURRENT AND PROJECTED EMPLOYMENT STATISTICS ARE GIVEN FOR THE STATE AND FOR THE DENVER STANDARD METROPOLITAN STATISTICAL AREA WHICH INCLUDES ADAMS, ARAPAHOE, BOULDER, DENVER, AND JEFFERSON COUNTIES. DATA WERE OBTAINED FROM THE COLORADO DEPARTMENT OF EMPLOYMENT, DENVER RESEARCH INSTITUTE, U.S. CENSUS, UNIVERSITY OF COLORADO, MOUNTAIN STATES TELEPHONE COMPANY, AND PUBLIC SERVICE COMPANY PUBLICATIONS. EMPLOYMENT FIGURES FOR 1950, 1960, 1965, AND 1970 ARE SHOWN FOR AGRICULTURE, MINING, CONSTRUCTION, TOTAL MANUFACTURING, FOOD PRODUCTS, TEXTILES AND APPARELS, RUBBER AND PLASTIC PRODUCTS, CHEMICALS, PRINTING AND PUBLISHING, OTHER NONDURABLE GOODS, FURNITURE, LUMBER AND WOOD PRODUCTS, PRIMARY METALS, FABRICATED METALS AND ORDNANCE, MACHINERY EXCEPT ELECTRICAL, ELECTRICAL MACHINERY, ELECTRICAL EQUIPMENT AND SUPPLIES, TRANSPORTATION EQUIPMENT, OTHER DURABLE GOODS, RAILROADS, TRUCKING AND WAREHOUSING, OTHER TRANSPORTATION, COMMUNICATIONS, UTILITIES AND SANITARY SERVICES, BUSINESS AND REPAIR SERVICES, ENTERTAINMENT AND RECREATION SERVICES, MEDICAL AND HEALTH, WHOLESALE, TOTAL RETAIL, FOOD STORES, EATING AND DRINKING, GENERAL MERCHANDISE AND VARIETY STORES, AUTO DEALERS AND GAS STATIONS, FINANCE, INSURANCE AND REAL ESTATE, FEDERAL GOVERNMENT, AND STATE AND LOCAL GOVERNMENT. TRENDS IN EACH CLASSIFICATION ARE COMMENTED ON. (PS)

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OCCUPATIONS IN COLORADO

Part I
Outlook By Industries

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June, 1966

VT009744

OCCUPATIONS IN COLORADO

The purpose of this report is to present information about occupations in the State of Colorado and briefly discuss the apparent occupational outlook by industry and then by occupation. No new data are presented in the report; rather, the tables are simply a reorganization of existing data drawn primarily from the following sources.

1. Labor Market Highlights, Colorado Department of Employment, A monthly publication.
2. Mahar, J. T., Coddington, D. C., and Gilmore, J. S. Economic Forces Behind Colorado's Growth, 1870-1962 with Projections to 1970. Denver Research Institute, 1963.
3. Colorado--General Social and Economic Characteristics. U.S. Census. 1960.
4. Vaughn, R. D. Denver Metropolitan Area Economic and Social Profile. Mountain States Telephone Co., Denver. 1963.
5. Public Service Company. An Analysis of Colorado's Economy with Projections to 1970. Denver. 1965.
6. First Annual Colorado Business and Economic Outlook Forum. Univ. of Colorado and Colorado Division of Commerce and Development. 1965.

In the first part of the report, employment data are presented for industrial classifications for the State and for the Denver Standard Metopolitan Statistical Area which includes Adams, Arapahoe, Boulder, Denver, and Jefferson Counties.

The 1950 data for the state are census data. We originally used the census reports for the 1960 state data, but several inconsistencies appeared perhaps because census data are based on self-reports. The census figures generally seemed to be too large when compared with other sources and did not fit the 1965 figures and the 1970 projections as well as the data from other sources. Consequently, most of the 1960 figures for the state were obtained from reports number two, five, and six above, except where otherwise indicated. The 1965 figures for the state were taken from the Labor Market Highlights and the projections are mainly from the Mahar, et. al. report; number two above.

The Denver figures for 1950, 1960, and 1970 were taken from the Vaughn report; number four above. The 1965 figures for Denver are from the Labor Market Highlights. The 1960 figures in the Vaughn report were taken from census reports and one should keep in mind that these figures may be overestimates of actual employment in Denver in 1960. No other source was available for employment in Denver in 1960.

The data in the tables should be interpreted cautiously for various reasons. One reason is indicated in the above paragraphs; another reason is that the various reports may have used differing definitions for the categories, a third source of inaccuracy is the possibility that different techniques of projection were used by the investigators, and a fourth source is the extent to which certain assumptions are violated or not met in making the projections.

The reader who is interested in a more detailed analysis of the employment situation in the state than is provided in this report should examine the references cited above. The Public Service Report and The First Annual Forum Report (numbers five and six) are recent and provide good analyses of the employment situation in the state.

TOTAL EMPLOYMENT
(Does not include self-employed)
(In Thousands)

1950 No.	1960 No.		1965 No.	1970 No.
476	625		631	783
		Denver		
234	353		374	480

Total employment in the state is increasing, but the growth from 1960-1965 for the State and for Denver suggests that the 1970 projections may be high. Many factors influence this employment picture, however, and any significant change in one or a combination of these factors can influence the employment figure a great deal. Because of the many factors operating on employment, long term projections are very hazardous.

The Mahar, et. al., projections are based on the following assumptions.

1. That no major discontinuities will occur in Colorado industry. An example of a major discontinuity would be the location of the atom smasher in Colorado.
2. No major depression will occur.
3. No major war will occur.
4. The Cold War will continue.
5. Climate and governmental policy will not vary from the usual pattern.

It is evident that all of these assumptions have not been completely met, and to the extent that any have been violated to that extent might the data be misleading.

An overall summary of the data indicates that the employment pattern, by industry in terms of numbers employed is as follows:

Declining	Stable	Expanding
Agriculture	Mining	Construction
Railroads	Manufacturing of:	Manufacturing of:
	Textiles and Apparel	Fabricated Metals & Ordinance
	Rubber and Plastics	Electrical Machinery
	Furniture and Wood Products	Transportation Eqpt.
		Printing & Publishing
	Machinery, except electrical	Total Manufacturing
	Primary Metals	Communications
	Chemicals	Services
	Wood and Kindred Products	Wholesale Trade
	Trucking and Warehousing	Retail Trade
	Other Transportation	Finance & Insurance
		Government

AGRICULTURE
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
72.4	15.2	48.6	7.8	45.4	7.2	44.0	5.5
			Denver SMSA				
8.8	3.8	7.0	2.0	5.0	1.1	5.5	1.1

The data in the above table reflect the established fact that agricultural employment is declining at a rather rapid pace. Rehnberg has reported data which suggest that the decline in agricultural employment is primarily due to a decline in farm operators, and that other agricultural employment is remaining somewhat more constant. His data are in the following table taken from Rehnberg, R.D. "Growth of Farms and Optimal Rates of Out-Migration from Farm to Non-Farm Communities". (Mimeographed Paper)

COLORADO FARM OPERATORS, PAST AND PROJECTED

1950	1960	1970	1980
45,500	33,100	24,400	17,200

The 1970 projection figure for total agricultural employment in the state appears to be a reasonable estimate based on what has happened between 1960 and 1965.

The Denver SMSA figures indicate that agricultural employment is limited in this area as would be expected. The 1970 projection for the Denver SMSA appears to be somewhat of an overestimate since fewer than the projected figure were employed in this industry in 1965.

MINING
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
10.3	2.1	14.2	2.3	12.4	1.9	15.0	1.9
			Denver SMSA				
1.3	0.6	3.3	0.9	3.3	0.8	4.3	0.9

The mining industry presents a relatively stable picture in terms of employment in the state. The decline from 1960 to 1965 suggests that the 1970 figure is an overestimate. The Public Service Report for 1965 projects employment in mining to reach 13,000 in 1970 which may be more realistic than the above figure of 15,000. Most mining activity is expected in petroleum (including shale oil), molybdenum, coal, and the non-metals such as clay, stone, brick, etc. Output of uranium, gold, silver, lead, and zinc is expected to decline unless government policy changes with respect to these metals.*

Mining employment is quite small in the Denver SMSA.

*See reference number five on page one of this report.

CONSTRUCTION
(State)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
38.8	8.1	44.2	7.0	35.7	5.6	60.0	7.5
			Denver				
19.5	8.3	24.7	7.0	21.5	5.4	32.2	6.7

The data are not clear with respect to construction employment. Perhaps this is an area where differing definitions have been used. The census data and the 1970 projections report on a category of "construction" whereas the Labor Market Highlights use a category called "contract construction". Whether these are defined the same is not clear. The Public Service Report indicates construction employment to be about 50,000 in the state in 1965 which suggests that the "contract construction" category is more restrictive than the "construction" category. Assuming this is so, it would appear the 1970 projection is a reasonable estimate. Construction employment, however, is quite sensitive to economic changes, and if, for example, the atom smasher installation were to be awarded to Colorado, the projected figure would likely be an underestimate.

The construction employment figures for Denver parallel the State figures quite closely which suggests that one might use Denver employment data for this industry as an estimate of State data.

TOTAL MANUFACTURING
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
56.7		88.0	14.8	88.3	14.0	110.0	14.0
			Denver				
37.4	16.0	67.6	19.1	62.2	15.8	91.7	19.1

Employment in manufacturing remained stable during the period of 1960 to 1965. The Public Service Report indicates manufacturing employment to be about 88,000 in 1960 and the Mahar, et al., report shows manufacturing employment at 90,800 in 1962.

The curve for manufacturing employment since 1950 shows a general increasing trend and even though the trend was not maintained in the first half of the decade, it is likely that manufacturing employment will increase by 1970 although the projected figures seem to be quite high.

Manufacturing employment in Denver is proportionately greater than for the rest of the state. Because the manufacturing employment totals in Denver account for a sizable proportion of the total state manufacturing employment, it would appear such data for the Denver area would allow reasonable estimates of the State. The accuracy of these estimates will vary with type of manufacturing as is evidenced in the following 13 tables.

FOOD AND KINDRED PRODUCTS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
13.8	3.4	17.0	2.7	18.3	2.9	18.0	2.3
			Denver				
8.6	3.7	11.5	3.3	12.5	3.1	14.7	3.1

Employment in the manufacturing of food and kindred products is remaining relatively stable. The output of these products has increased, but improved production techniques have allowed production increase without a corresponding increase in employment.

The 1970 employment projection figures appear to be reasonable estimates, although the state growth from 1960 to 1965 suggests the state figure for 1970 may be somewhat of an underestimate.

The Denver data parallel the state data fairly well, and suggest that what occurs in this industry in the Denver area will reflect the State situation fairly well.

TEXTILES AND APPARELS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
1.6	.3	2.0	.3	2.3	.4	2.5	.3
			Denver				
1.4	.6	1.9	.6	2.2	.6	2.7	.6

Employment in the manufacture of textiles and apparel is quite limited in the state, but is showing some growth. The growth is about consistent with total employment expansion. The projection figures seem to be quite reasonable, except that the Denver projection may be slightly high.

RUBBER AND PLASTIC PRODUCTS
(State)
(In Thousands)

1950		1960		1965		1970	
mber	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
	NA	6.0	.9	5.1	.8	6.5	.8
				Denver			
	NA	5.9	1.7	5.1	1.3	6.5	1.3

Some inconsistency of reporting is likely occuring with respect to employment in this area. Some reporters use a classification of Leather, Rubber, and Plastic Products and others combine Leather with the Textiles and Apparel category. Thus, the decline from 1960 to 1965 indicated in the table may be a matter of definition. The 1970 estimates may be slightly high, but do not appear unreasonable.

Apparently nearly all of such manufacturing is centered in the Denver area, and thus the data for Denver are indicative of the state-wide employment in this industry.

CHEMICALS
(State)
(In Thousands)

1950		1960		1965		1970	
mber	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
1.7	.4	2.6	.4	2.1	.3	3.0	.3
				Denver			
1.7	.7	2.6	.7	1.6	.4	3.8	.8

Employment in the manufacturing of chemicals is not a large factor in the total employment picture. The 1970 projection for the state appears to be reasonable, but the Denver projection seems to be an overestimate. These differences probably reflect a different projection technique used by the two investigators.

PRINTING AND PUBLISHING
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
6.8	1.2	8.0	1.5	8.2	1.3	9.5	1.2
			Denver				
4.4	1.9	6.9	2.0	6.0	1.5	9.4	2.0

The employment in this industry shows a steady growth pattern, and indicates the 1970 projections are realistic.

There is some inconsistency in the two projection figures, either the State figure is too low or the Denver figure is too high. The Denver growth from 1960 to 1965 suggests that the Denver projection is an overestimate. One should keep in mind also the possibility that the 1960 figures for Denver are somewhat high.

OTHER NONDURABLE GOODS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		4.7	.8	4.6	.7	6.3	.8
			Denver				
NA		4.7	1.3	4.1	1.0	7.1	1.5

This is a "catch-all" category and the figures are difficult to interpret. The difference between the 1970 projection figures probably reflects a methodological difference between the two investigators.

FURNITURE, LUMBER AND WOOD PRODUCTS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
2.9	0.6	3.0	0.5	3.4	0.6	3.5	0.4
			Denver				
1.3	0.5	1.4	0.4	1.7	0.4	1.9	0.4

Employment in this industry is showing a small but steady pattern of growth. The expansion from 1960 to 1965 suggests that the 1970 projection may be somewhat low.

The employment in this industry in Denver in relation to total employment seems to be quite representative of statewide employment in the manufacture of furniture, lumber, and wood products.

PRIMARY METALS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
9.4	1.9	8.8	1.5	8.7	1.4	10.0	1.3
			Denver				
1.9	0.8	1.6	0.4	1.4	.3	1.3	0.3

Employment in primary metals manufacturing has apparently declined from 1960 to 1965. Considering all the figures, it would appear that the 1970 projection for the state is somewhat higher than seems reasonable.

Employment in the primary metals industry in Denver does not appear to be representative of the state. One employer, in fact, provides about 80% of the employment in this industry, and this one employer is outside of Denver.

FABRICATED METALS AND ORDNANCE
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		18.7	2.8*	15.8	2.5	21.0	2.9
			Denver				
1.9	0.8	14.8	4.2	14.4	3.6	19.0	4.0

The employment pattern in this industry is somewhat confusing because of the decline from 1960 to 1965. An immediate interpretation is that the State decline is related to the reduction at the Martin-Marietta Corporation, but this is not reflected in the Denver figures. The Martin-Marietta Corporation is located in the Denver SMSA.

The 1960 figures may be somewhat high, but no other source than the census is available for comparison in this specific category because the other sources have combined this category with other categories.

Based on the available 1960-1965 figures, it would appear the 1970 projections are overestimates. It should be recognized, however, the employment in this industry is very much influenced by what happens in one or two firms, and if the Martin-Marietta Corporation, for example, were to be awarded additional defense contracts the projection figures would be attained or surpassed.

*1960 census figure

MACHINERY, Except Electrical
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		6.9	1.0*	6.3	1.0	7.5	.9
			Denver				
3.0	1.3	5.1	1.5	4.9	1.2	7.2	1.5

Employment in the manufacturing of machinery appears to be relatively stable although the 1970 projections may be somewhat overestimated.

Much of this industry is apparently located in the Denver area, and employment figures for the Denver area would seem to be rather reliable indicators of the employment growth pattern for the state.

ELECTRICAL MACHINERY, EQUIPMENT, AND SUPPLIES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		3.8	0.6*	4.9	0.7	6.0	0.8
			Denver				
0.7	0.3	2.6	0.7	2.1	0.6	6.2	1.3

Manufacturing of electrical machinery, equipment, and supplies is becoming increasingly important in the state. The figures in the table indicate a moderate growth and the statewide 1970 projection seems reasonable. Much of the growth in this industry is occurring outside of the Denver area so that the 1970 projection for Denver appears to be an overestimate. It should be pointed out, however, that the IBM installation near Boulder and the expansion of Ball Brothers at Boulder will be reflected in the Denver area employment figures. Considering these developments, it would seem that the Denver projection is realistic and the statewide projection is an underestimate.

All forecasters predict growth in industries that manufacture a commodity with a high value per pound such as this one is.

*1960 census figure

TRANSPORTATION EQUIPMENT
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		3.9	0.6*	3.6	0.6	6.0	0.8
			Denver				
0.9	0.3	2.7	0.8	2.9	0.8	3.8	0.8

Employment in the manufacture of transportation equipment has remained relatively stable through the first five years of the decade. The projection figures seem to be overestimated somewhat.

OTHER DURABLE GOODS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		8.0	1.2	7.8	1.2	11.7	1.5
			Denver				
3.4	1.5	5.6	1.6	5.2	1.3	8.1	1.7

This is another "catch-all" category so that the figures are difficult to discuss.

*1960 census figure

RAILROADS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
15.1	3.2	10.0	1.5	8.8	1.3	9.0	1.1
			Denver				
8.0	3.4	5.4	1.5	5.1	1.3	4.8	1.0

Rail employment has continued to decline from 1960 to 1965. Forecasters are predicting that the railroads' competitive position will improve thus increasing business. The employment effect of this increased business is that it will offset employment reduction due to technological improvements. If this forecast is accurate, then the employment in railroads should stabilize and the 1970 projection seems reasonable. The decline from 1960 to 1965 suggests, however, that the 1970 projection is high for the state, and realistic for Denver.

Employment in the railroad industry in Denver in relation to total employment is very similar to the state pattern.

TRUCKING AND WAREHOUSING
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
5.9	1.2	11.0	1.7	10.6	1.5	12.0	1.5
			Denver				
4.6	2.0	7.1	2.0	7.9	2.0	9.1	1.9

Employment in the trucking industry appears to have leveled off and the 1970 projections seem to be reasonable estimates. The apparent decline in the state from 1960 to 1965 is rather small and likely will be reversed with the completion of additional segments of the Interstate Highways.

OTHER TRANSPORTATION (Air, Cabs, Buses, Pipelines)
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
6.1	1.3	7.0	1.5	6.8	1.1	5.8	0.7
			Denver				
4.7	2.0	5.9	1.7	5.9	1.5	7.7	1.6

Employment in this category has declined from 1960 to 1965 in the state and remained stable in Denver for the same period. The 1970 projection figures for the state and for Denver differ considerably. Recent developments, such as the opening of the United Airlines training facility and the opening of the new Stapleton airfield terminal, will likely stimulate employment in the air industry in the state. It would appear then that the 1970 projection figure for the State may be somewhat of an underestimate.

COMMUNICATIONS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
8.6	1.8	10.0	1.6	10.9	1.7	12.0	1.5
			Denver				
4.6	2.0	6.5	1.8	7.5	1.9	8.2	1.7

The communications industry is expanding at a steady rate and employment from technological advance is off-set by increased production.

The 1970 projection figures appear to be reasonable for the State and for Denver. The pattern of employment in this industry appears to be similar in Denver and the State.

UTILITIES AND SANITARY SERVICES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
5.2	1.1	7.0	1.5	7.4	1.1	8.3	1.1
			Denver				
3.9	1.7	5.1	1.4	4.2	1.1	6.7	1.4

Employment in this category appears to be stable and the 1970 projection seems reasonable.

TOTAL SERVICES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
68.0	14.3	76.3	16.4	96.0	15.2	130.0	16.6
			Denver				
NA		69.2	17.6	64.2	16.3	96.0	20.0

Employment in the services industry is expanding in terms of numbers employed although perhaps the expansion rate is not consistent with total employment. The 1970 projections appear to be somewhat high in view of the 1960-65 figures.

BUSINESS AND REPAIR SERVICES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		14.0	2.6	14.6	2.2	19.0	NA
			Denver				
7.7	3.3	10.6	3.0	11.2	2.8	16.3	3.4

Employment in business and repair services seems to be growing. The 1970 projections for the state and for Denver both seem to be quite high, however, in view of the rather limited growth that has occurred between 1960 and 1965.

ENTERTAINMENT AND RECREATION SERVICES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		5.0	0.9	6.3	1.0	10.0	NA
			Denver				
2.9	1.2	3.3	0.9	3.9	1.0	4.8	1.0

The figures indicate employment in this category is rising. The 1970 projection for the state is from the Public Service Report and appears to be high in comparison with the other data. One should consider, however, that employment in this category is very much related to the increased amount of leisure time and to the development of the tourist industry in the state so that it may be that the projected figure will be attained.

MEDICAL AND OTHER HEALTH SERVICES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
NA		21.0	4.9	28.1	4.4	40.0	NA
			Denver				
7.4	3.2	16.9	5.1	18.0	4.6	16.7	3.4

Employment in medical services has increased from 1960-65. The Public Service Report projection of about 40,000 for the State in 1970 appears to be somewhat of an overestimate on the basis of the 1960-65 figures, and the Denver projection appears to be a considerable underestimate.

WHOLESALE TRADE
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
23.0	4.8	30.0	3.7	36.2	5.7	39.0	4.9
			Denver				
12.8	5.5	17.4	4.9	30.0	7.6	22.6	4.7

The U.S. Department of Commerce Report on Wholesale Trade--Colorado, 1963 cites a figure of about 30,000 employed in the wholesale trade in Colorado in 1958. Using the figure of 30,000 in the State for 1960 the pattern seems to be reasonable.

In the state, there appears to be a continued growth in employment in the wholesale trade industry and the 1970 projection appears reasonable. The Denver projection, on the other hand appears to be a large underestimate, and on the basis of the other data in the table a figure of 32.6 would seem more reasonable.

TOTAL RETAIL TRADE
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
65.5	13.8	90.0	15.4	103.0	16.3	121.0	15.4
			Denver				
43.3	18.5	57.4	16.2	63.4	16.1	76.1	15.7

Employment in retail trade is growing at a pace consistent with total employment growth. The 1970 projections appear reasonable, both for the state and for Denver.

FOOD STORES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
8.3	1.8	15.0	2.4	15.5	2.4	16.4	2.1
			Denver				
6.8	2.9	9.3	2.6	9.9	2.5	12.0	2.5

Employment in food stores is growing at a steady pace and the 1970 projections appear reasonable.

EATING AND DRINKING
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
12.1	2.5	20.0	3.1	23.8	3.7	25.8	3.3
			Denver				
8.3	3.6	10.9	3.1	14.3	3.6	14.4	3.0

The employment pattern in this industry is also showing a steady growth rate. The 1970 projections appear reasonable although the Denver projection may be somewhat low.

GENERAL MCHDSE AND VARIETY STORES
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
16.8	3.5	16.0	2.4	24.3	3.8	NA	
			Denver				
NA		10.7	3.0	17.4	4.4	NA	

Employment in general merchandise and variety stores is expanding. No projection figures are available for this category.

AUTO DEALERS AND GAS STATIONS
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
11.3	2.4	15.0	2.4	16.2	2.6	NA	
			Denver				
NA		NA		8.9	2.3	NA	

Employment in this category also seems to be growing. The data are not available for many of the cells. The rise of tourism and the increased number of cars both are factors that suggest employment in this category will continue to grow.

OTHER RETAIL
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
28.3	5.9	24.0	7.5	39.4	6.2	NA	
				Denver			
NA		26.5	7.5	21.8	5.5	NA	

This is a "catch-all" category, with rather significant numbers in the cells. It is, however, difficult to interpret because of the varied definitions used in other categories by the investigators with the result that these residuals also differ considerably.

FINANCE, INSURANCE, AND REAL ESTATE
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
16.9	3.5	29.0	4.7	31.1	4.9	40.0	5.1
			Denver				
11.7	5.0	20.7	5.9	23.7	6.0	30.6	6.3

Employment in this industry appears to be growing at a somewhat higher rate than total employment. The 1970 projections appear reasonable for the State and for Denver.

FEDERAL GOVERNMENT
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
24.9	5.2	33.9	5.4	40.1	6.3	41.4	5.3
				Denver			
NA		NA		24.0	6.1	NA	

Federal government employment is increasing in the state. The 1970 projection may be somewhat low in view of the 1960-65 growth. Only the 1965 figures are available for Denver.

STATE AND LOCAL GOVT.
(State)
(In Thousands)

1950		1960		1965		1970	
Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed	Number	Proportion of Employed
46.6	10.0	78.1	12.4	98.1	15.5	103.1	13.1
				Denver			
NA		NA		46.6	11.8	NA	

State and local government employment is also increasing and the 1960-65 growth suggests that the 1970 projection is somewhat low.